

# **New York ENERGY STAR<sup>®</sup> Residential Lighting Program**

New York State Energy and Research  
Development Authority (NYSERDA)

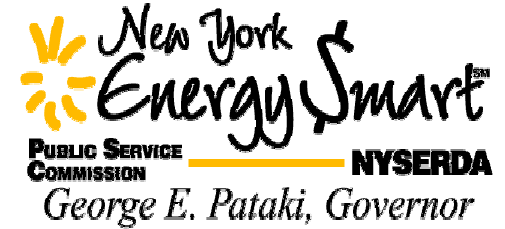
Presented by Lisa Hammer  
Director, Consumer Programs  
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# Overview



**New York Energy Smart<sup>SM</sup>** programs are funded by a Systems Benefit Charge (SBC) paid by electric distribution customers of: Central Hudson Gas & Electric Corp., Consolidated Edison Co. of NY., New York State Electric & Gas Corporation, Niagara Mohawk - a National Grid Company, Orange and Rockland Utilities Inc., and Rochester Gas & Electric Corp.

# Overview (continued)



The Residential Program uses the whole-building approach, supported by the ENERGY STAR Products Program, marketing, and the web site.

## Residential Energy Affordability Program (REAP)

- Rick Gerardi, Director
- Karen Villeneuve, Program Manager

# Consumer Components



## Incentives

- No direct incentives to consumers
- NYSERDA offers retailers flexible co-op advertising incentives to encourage broad promotion of ENERGY STAR products. Incentives are offered for print media, radio, television, billboards and special promotions, which may include retailer or manufacturer incentives.

# Consumer Components (continued)



- Lighting upgrades are part of the whole-house scope through Home Performance and Assisted Home Performance with ENERGY STAR
- Kilowatt hour reductions are required for New York ENERGY STAR Labeled Homes using ENERGY STAR lighting and appliances

# Consumer Components (continued)



## Education

NYSEDA educates the consumer via a variety of forums:

- In-store training of retail staff by program field staff
- Information and video-based technical training on [GetEnergySmart.org](http://GetEnergySmart.org)
- Articles in weekly community newspapers
- Educational lighting brochures distributed at retail locations and events

# Consumer Components (continued)



## Public Relations / Marketing / Events

- Helped fund installation of 40 ENERGY STAR light fixtures in Essex Homes Project to educate potential home buyers
- Used national campaign “Change a Light” templates to promote energy efficient lighting
- Partnered with Aubuchon Hardware stores to install kiosks promoting their online catalog of ENERGY STAR CFLs, fixtures, RACs, etc.

# Consumer Components (continued)



## Public Relations / Marketing / Events

- Partnered with Philips Lighting and 50 Wegmans grocery stores on a buy-down of ENERGY STAR CFLs, combined with an educational message
- Energy efficiency education at trade shows, home shows, store openings, community events, etc.
- Multi-media ENERGY STAR advertising campaign - PSAs that include lighting, radio tips, lighting ad on cable TV



# Industry Cooperative Promotions



## Incentives

- NYSERDA offers flexible co-op advertising incentives to retail stores, multi-store retail chains, and manufacturers to encourage a broad promotion of ENERGY STAR products
  - NYSERDA offers retailers market share incentives for the sale of ENERGY STAR products (e.g. RACs). Market share incentives may be offered for other products as well.



# Industry Cooperative Promotions (continued)



## Current Incentive Promotion

- Incentives of up to 50% of promotion available during each wave, up to a cap of:
  - \$50,000 for largest multi-store retail chains
  - \$35,000 for lighting manufacturers
  - \$6,000 per county for retailers

# Industry Cooperative Promotions (continued)



## NYSEDA's New York State ENERGY STAR Products

Program is committed to the promotion of energy efficiency, contributing up to 50% of consumer marketing costs. Examples include:

- Greenlite Lighting offered a buy down to the True Value and Rite Aid retail chains
- Feit Electric and Chase Pitkins collaborated to promote a buy-down on ENERGY STAR CFLs



# Industry Cooperative Promotions (continued)



- In collaboration with EFI, implemented a pilot program to offer a buy down to lighting manufacturers (Wilshire and Sea Gull Lighting participated)



# Industry Cooperative Promotions (continued)

- Curtis Lumber and the Lighting Research Center (LRC) designed a 250 sq.ft. lighting lab to showcase the comparison between energy-efficient and incandescent lighting in a residential setting



# Industry Cooperative Promotions (continued)



- Training/field support for retailers
  - Labeling assistance
  - Product identification
  - Formal and information training
  - Marketing support
  - Special promotion coordination



# Market Emphasis

The ENERGY STAR Program is marketed to all sectors of the New York Energy Smart<sup>SM</sup> territory through:

- Active outreach to lighting retailers, wholesalers and manufacturers at industry events
- Ongoing energy efficiency campaigns via print, radio, television and public service announcements

# Market Emphasis (continued)



- CFL distribution at community events and through New York Energy Smart<sup>SM</sup> Communities and in collaboration with other New York State agencies (e.g. New York State Consumer Protection Board)
- Collaboration with ENERGY STAR home builders and retailers to install ENERGY STAR lighting
- Educating builders, designers, etc. through lighting education seminars



# Program Direction for 2006



No significant changes at this time due to current SBC expires June 2006. Currently undergoing review for extension. We expect:

- Continued manufacturer co-op incentives to encourage promotion of ENERGY STAR lighting products

# Program Direction for 2006 (continued)



- Recruitment of new lighting manufacturers to the ENERGY STAR Products Program
- Research new avenues for promotion of ENERGY STAR products via home construction, product distribution, retail and web-based channels
- Expand efforts with builders and remodelers

# Consumer Components for 2006



## Incentives

- Continued funding incentives for retailers to facilitate market transformation

## Education

- Ongoing consumer education in new lighting technology with focus on the benefits of ENERGY STAR products

## Public Relations / Marketing / Events

- Extended public outreach to promote energy efficiency throughout New York State

# Any Questions?

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